Note for Terry, Maarten

From: Tolchinsky, Karen

Date: Fri, Oct 27, 1995 9:22 AM

Subject: Fulfillment Insert

To: Terry, Maarten

Cc: Eibon, Jeanne; Salzman, Michelle; Vichich, Ed

Good morning!!

Jeanne, Michelle, and I met yesterday to discuss the fulfillment insert. As you know, we're trying to get something ready for the GEAR surge.

Here's the status to date:

- Potential quantity: 2MM
- Format: Tri-fold insert*
- Elements:
  - Letter (thanking them for participation; asking them for more info on themselves so we can provide them with better offers; and asking them to pass on a survey to a friend so they can benefit as well.)
  - RAF Survey
  - Primary Survey*

* I have a rough 'format' to show you

** Ideally, we will offer a bounceback incentive to those 'referrors' that provide a friends name... However, to do this, we need to capture the name of the 'referror' when the RAF survey is turned in. Ed Vichich is checking into the costs/ feasibilities of having Neodata produce an extra label to stick on the RAF survey.

Next Steps:
Can you meet today to quickly review this, and the corresponding next steps:
- I need to hear back from Ed re: the above issue
- The DM group needs to provide possible survey questions (we'd like to add some lifestyle questions)
- Michelle has asked that you develop a creative brief for the agency

Give me a buzz and I'll stop by...

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